

VSR105B1

DIVISION AND REGION
WEEKLY PERFORMANCE VS. GOAL
3RD QUARTER, 1993

16:25 09/07/93

WEEK ENDING: 09/03/93
UNITS: 12M CASE EQUIVALENTS

| TOTAL RJR | WEEK END. 09/04/92 | WEEK END. 09/03/93 | QTR TO DATE 3RD QTR, 1993 | VOLUME % CHG. | QUARTER GOAL | QTD % GOAL | YEAR TO DATE 1993 | VOLUME % CHG. | ANNUAL GOAL | YTD % GOAL |
|----------------------|-----------------------|-----------------------|------------------------------|------------------|-----------------|---------------|----------------------|------------------|----------------|---------------|
| 1222 YONKERS,NY | 1,550 | 1,237 | 9,293 | -18.15 | 13,770 | 67.49 | 36,941 | -17.39 | 56,420 | 65.48 |
| 1226 NORTH JERSEY,NJ | 365 | 528 | 3,615 | 18.60 | 4,342 | 83.26 | 12,665 | 4.29 | 17,789 | 71.20 |
| 1228 CENT. JERSEY,NJ | 1,262 | 1,117 | 8,771 | -2.92 | 11,915 | 73.61 | 33,971 | -11.49 | 48,818 | 69.59 |
| 1230 NEWARK,NJ | 782 | 647 | 5,221 | -8.82 | 7,207 | 72.44 | 20,476 | -10.67 | 29,657 | 69.04 |
| 1232 S.C.JERSEY,NJ | 702 | 794 | 5,585 | -1.05 | 7,158 | 78.02 | 19,396 | 5.21 | 29,199 | 66.43 |
| 12 N JERSEY REG | 4,660 | 4,322 | 32,484 | -6.67 | 44,392 | 73.18 | 123,448 | -9.63 | 181,883 | 67.87 |
| FULL PRICED BRANDS | | | | | | | | | | |
| 1222 YONKERS,NY | 1,274 | 1,006 | 7,499 | -18.71 | 10,562 | 71.00 | 28,425 | -26.85 | 43,541 | 65.28 |
| 1226 NORTH JERSEY,NJ | 290 | 463 | 2,979 | 22.44 | 3,478 | 85.65 | 10,222 | -2.60 | 14,413 | 70.92 |
| 1228 CENT. JERSEY,NJ | 1,021 | 928 | 7,235 | 3.34 | 9,046 | 79.98 | 26,080 | -19.05 | 37,569 | 69.42 |
| 1230 NEWARK,NJ | 582 | 582 | 4,544 | -7.90 | 6,108 | 74.39 | 17,831 | -13.75 | 25,312 | 70.44 |
| 1232 S.C.JERSEY,NJ | 504 | 644 | 4,254 | 7.21 | 4,915 | 86.55 | 14,556 | 2.41 | 20,723 | 70.24 |
| 12 N JERSEY REG | 3,671 | 3,623 | 26,510 | -3.81 | 34,108 | 77.72 | 97,113 | -16.61 | 141,558 | 68.60 |
| BRANDED SAVINGS | | | | | | | | | | |
| 1222 YONKERS,NY | 128 | 102 | 633 | -46.26 | 1,435 | 44.11 | 2,728 | -30.66 | 5,254 | 51.92 |
| 1226 NORTH JERSEY,NJ | 44 | 26 | 255 | -31.82 | 494 | 51.62 | 946 | -29.67 | 1,785 | 53.00 |
| 1228 CENT. JERSEY,NJ | 160 | 116 | 910 | -34.67 | 1,672 | 54.43 | 3,308 | -33.76 | 6,102 | 54.21 |
| 1230 NEWARK,NJ | 55 | 26 | 270 | -44.79 | 627 | 43.06 | 1,069 | -35.60 | 2,288 | 46.72 |
| 1232 S.C.JERSEY,NJ | 155 | 110 | 884 | -36.49 | 1,755 | 50.37 | 3,243 | -14.23 | 6,404 | 50.64 |
| 12 N JERSEY REG | 540 | 379 | 2,950 | -38.86 | 5,983 | 49.31 | 11,293 | -28.13 | 21,833 | 51.72 |
| BW/PL BRANDS | | | | | | | | | | |
| 1222 YONKERS,NY | 149 | 130 | 1,162 | 22.06 | 1,773 | 65.54 | 5,788 | 200.68 | 7,625 | 75.91 |
| 1226 NORTH JERSEY,NJ | 31 | 39 | 381 | 57.44 | 370 | 102.97 | 1,497 | 392.43 | 1,591 | 94.09 |
| 1228 CENT. JERSEY,NJ | 82 | 73 | 627 | -2.34 | 1,197 | 52.38 | 4,584 | 292.47 | 5,147 | 89.06 |
| 1230 NEWARK,NJ | 145 | 39 | 408 | 34.65 | 472 | 86.44 | 1,576 | 167.12 | 2,057 | 76.62 |
| 1232 S.C.JERSEY,NJ | 44 | 41 | 448 | 57.19 | 488 | 91.80 | 1,597 | 261.31 | 2,072 | 77.08 |
| 12 N JERSEY REG | 450 | 321 | 3,024 | 24.80 | 4,300 | 70.33 | 15,042 | 239.63 | 18,492 | 81.34 |

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MONTHLY DIVISION BY CUSTOMER TYPE

16:23 09/07/93

VSR10681

TOTAL RJR CIGTS. (12M CASE EQUIVALENTS)

1230 NEWARK, NJ

| ACCOUNT NUMBER | ACCOUNT NAME | MONTH 08/92 | MONTH 08/93 | CASE DIFF. | VOLUME % CHANGE | YTD THRU 08/92 | YTD THRU 08/93 | CASE DIFF. | VOLUME % CHANGE |
|-----------------------------|-----------------------|----------------|----------------|---------------|--------------------|-------------------|-------------------|---------------|--------------------|
| 0458600 | BELCO SALES CO., INC | 16 | 24 | 8 | 50.00 | 191 | 179 | -12 | -6.28 |
| 1765200 | B. BISLER COMPANY | 84 | 103 | 19 | 22.62 | 789 | 723 | -66 | -8.37 |
| 2270400 | GLIKIN BROTHERS | 221 | 191 | -30 | -13.57 | 2,111 | 1,690 | -413 | -19.56 |
| 3055200 | IRVINGTON TOB. CO. | 238 | 223 | -15 | -6.30 | 1,835 | 1,648 | -187 | -10.19 |
| 3344100 | KING VENDING CO., IN | 79 | 188 | 109 | 137.97 | 911 | 1,153 | 242 | 26.56 |
| 3391200 | EDMUND C. KLEINER, I | 29 | 34 | 5 | 17.24 | 366 | 305 | -61 | -16.67 |
| 3787800 | LOVERDES TOB. & CDY. | 117 | 118 | 1 | .85 | 1,068 | 963 | -105 | -9.83 |
| 3798000 | LUCE WHOLESALE TOB & | 128 | 118 | -10 | -7.81 | 1,169 | 908 | -261 | -22.33 |
| 3901440 | SHEAL INC. | 133 | | -133 | -100.00 | 1,380 | 999 | -381 | -27.61 |
| 4344000 | A. MONTEVERDI, INC. | 167 | 177 | 10 | 5.99 | 1,367 | 1,263 | -104 | -7.61 |
| 4615200 | NEWARK TOB. & CDY. C | | | | | 12 | | -12 | -100.00 |
| 5368080 | M. BERNSTEIN & SONS | 501 | 518 | 17 | 3.39 | 4,221 | 3,804 | -417 | -9.88 |
| 6411800 | THOMSON OKUN CO., IN | 149 | 133 | -16 | -10.74 | 1,200 | 914 | -286 | -23.83 |
| 6485900 | A. TRENN INC. | 93 | 143 | 50 | 53.76 | 782 | 1,135 | 353 | 45.14 |
| 6585000 | UNITED CANDY & TOB. | 414 | 341 | -73 | -17.63 | 3,193 | 3,144 | -49 | -1.53 |
| TOTAL TOBACCO DIST. | | 2,367 | 2,308 | -59 | -2.49 | 20,592 | 18,833 | -1,759 | -8.54 |
| % DIVISION | | 92.82% | 94.01% | | | 92.38% | 93.65% | | |
| 2137690 | JETRO CASH & CARRY | 17 | 57 | 40 | 235.29 | 205 | 427 | 222 | 108.29 |
| 2183000 | GENERAL TRADING COMP | 127 | 51 | -76 | -59.84 | 1,165 | 549 | -616 | -52.88 |
| 5149000 | PORTUGUESE UNITED GRO | 12 | 17 | 5 | 41.67 | 98 | 117 | 19 | 19.39 |
| TOTAL GROC CO-OPS/WHOLESALE | | 156 | 124 | -32 | -20.51 | 1,468 | 1,093 | -375 | -25.54 |
| % DIVISION | | 6.12% | 5.05% | | | 6.59% | 5.43% | | |
| 3977700 | MANNIES CIGARETTE SE | 20 | 14 | -6 | -30.00 | 166 | 141 | -25 | -15.06 |
| TOTAL VENDORS | | 20 | 14 | -6 | -30.00 | 166 | 141 | -25 | -15.06 |
| % DIVISION | | .78% | .57% | | | .74% | .70% | | |
| 2743170 | MILITARY OCEAN TERMI | 8 | 9 | 1 | 12.50 | 66 | 45 | -21 | -31.82 |
| TOTAL MILITARY | | 8 | 9 | 1 | 12.50 | 66 | 45 | -21 | -31.82 |
| % DIVISION | | .31% | .37% | | | .30% | .22% | | |
| TOTAL DIVISION | | 2,550 | 2,455 | -95 | -3.73 | 22,291 | 20,111 | -2,180 | -9.78 |

51854 1390

SHARE OF MARKET REPORT - JULY 1993
 STANDARD GEOGRAPHICAL - NEWARK, NJ
 BRAND AND COMPANY TRENDS - SHARE OF MARKET

| DESCRIPTION | 1989 | 1990 | 1991 | 1992 | JULY | YEAR-TO-DATE | |
|-------------------|-------|-------|-------|-------|-------|--------------|-------|
| | | | | | 1992 | 1993 | DIFF. |
| TOT CAMEL | 1.67 | 2.06 | 1.97 | 2.10 | 2.08 | 2.36 | 0.28 |
| TOT DORAL | 0.57 | 0.59 | 0.62 | 0.62 | 0.59 | 0.56 | -0.03 |
| TOT MORE | 0.87 | 0.80 | 0.71 | 0.63 | 0.66 | 0.61 | -0.05 |
| TOT NOW | 0.65 | 0.59 | 0.55 | 0.44 | 0.48 | 0.39 | -0.09 |
| TOT SALEM | 6.11 | 6.20 | 5.32 | 4.86 | 5.09 | 4.56 | -0.53 |
| TOT VANTAGE | 0.85 | 0.82 | 0.68 | 0.69 | 0.70 | 0.49 | -0.21 |
| TOT WINSTON | 6.33 | 6.19 | 5.31 | 5.08 | 5.38 | 5.29 | -0.09 |
| TOT MAGNA | 0.20 | 0.11 | 0.12 | 0.11 | 0.11 | 0.06 | -0.05 |
| TOT CENTURY | 0.04 | 0.03 | 0.02 | 0.01 | 0.01 | 0.01 | |
| TOT STERLING | | 0.07 | 0.28 | 0.36 | 0.38 | 0.21 | -0.17 |
| FULL PRICE | 16.55 | 16.72 | 14.55 | 13.79 | 14.39 | 13.71 | -0.68 |
| MID-PRICE | 0.81 | 0.80 | 1.04 | 1.09 | 1.09 | 0.83 | -0.26 |
| LOWEST PRICE | | | | 0.56 | 0.28 | 1.20 | 0.92 |
| RJR CIGT | 17.36 | 17.52 | 15.59 | 15.44 | 15.76 | 15.74 | -0.02 |
| TOT ALPINE (GEN) | 0.22 | 0.19 | 0.14 | 0.10 | 0.11 | 0.07 | -0.04 |
| TOT BRISTOL | | 0.09 | 0.17 | 0.10 | 0.14 | 0.04 | -0.10 |
| TOT BUCKS | | 0.17 | 0.18 | 0.06 | 0.09 | 0.02 | -0.07 |
| TOT B&H | 4.13 | 3.92 | 3.71 | 3.68 | 3.91 | 3.54 | -0.37 |
| TOT MERIT | 3.04 | 2.85 | 2.72 | 2.95 | 3.12 | 2.54 | -0.58 |
| TOT MARLBORO | 28.38 | 29.40 | 31.90 | 31.82 | 31.46 | 31.39 | -0.07 |
| TOT PARLIAMENT | 4.08 | 4.36 | 4.41 | 4.42 | 4.49 | 4.27 | -0.22 |
| TOT V SLIMS | 2.83 | 2.67 | 2.57 | 2.54 | 2.69 | 2.30 | -0.39 |
| TOT CAMBRIDGE | 0.29 | 0.40 | 0.36 | 0.26 | 0.31 | 0.29 | -0.02 |
| FULL PRICE | 42.96 | 43.68 | 45.74 | 45.76 | 46.05 | 44.42 | -1.63 |
| MID-PRICE | 0.61 | 0.93 | 0.90 | 0.57 | 0.70 | 0.46 | -0.24 |
| LOWEST PRICE | | | 0.04 | 0.57 | 0.41 | 1.36 | 0.95 |
| P MOR CIGT | 43.57 | 44.60 | 46.67 | 46.91 | 47.16 | 46.24 | -0.92 |
| TOT BELAIR (GEN) | | 0.10 | 0.03 | | | | |
| TOT CAPRI TRIM | 0.38 | 0.33 | 0.41 | 0.38 | 0.38 | 0.51 | 0.13 |
| TOT KOOL | 6.88 | 5.93 | 5.06 | 4.91 | 4.53 | 3.47 | -1.06 |
| TOT RALEIGH EX(O) | | 0.14 | 0.23 | 0.08 | 0.15 | | -0.15 |
| TOT RALEIGH | 0.27 | 0.23 | 0.16 | 0.13 | 0.13 | 0.08 | -0.05 |
| TOT RICHLAND(20) | 0.08 | 0.05 | 0.03 | 0.01 | 0.02 | | -0.02 |
| TOT VICEROY (GEN) | 1.04 | 1.01 | 0.90 | 0.95 | 0.87 | 0.80 | -0.07 |
| FULL PRICE | 7.99 | 6.87 | 5.95 | 5.71 | 5.33 | 4.31 | -1.02 |
| MID-PRICE | 1.13 | 1.32 | 1.20 | 1.05 | 1.04 | 0.81 | -0.23 |
| LOWEST PRICE | 0.06 | 0.08 | 0.06 | 0.60 | 0.27 | 1.34 | 1.07 |
| B&W CIGT | 9.18 | 8.27 | 7.21 | 7.36 | 6.64 | 6.45 | -0.19 |
| TOT KENT | 3.13 | 2.93 | 2.68 | 2.41 | 2.49 | 2.28 | -0.21 |
| TOT NEWPORT | 17.67 | 17.42 | 18.44 | 18.80 | 18.75 | 20.49 | 1.74 |
| TOT TRUE | 1.67 | 1.52 | 1.49 | 1.38 | 1.42 | 1.35 | -0.07 |
| TOT HERITAGE(G) | | 0.07 | 0.01 | | | | |
| FULL PRICE | 22.62 | 22.01 | 22.72 | 22.69 | 22.76 | 24.22 | 1.46 |
| MID-PRICE | | 0.07 | 0.01 | 0.11 | 0.15 | 0.14 | -0.01 |
| LOR CIGT | 22.62 | 22.08 | 22.73 | 22.80 | 22.91 | 24.36 | 1.45 |

VSR691B6

SHARE OF MARKET REPORT - JULY 1993
 STANDARD GEOGRAPHICAL - NEWARK, NJ
 BRAND AND COMPANY TRENDS - SHARE OF MARKET

09/07/93 16:28

| DESCRIPTION | YEAR-TO-DATE | | | | | |
|------------------|--------------|--------|--------|--------|--------|--------|
| | 1989 | 1990 | 1991 | 1992 | 1992 | 1993 |
| TOT CARLTON | 1.38 | 1.38 | 1.38 | 1.39 | 1.42 | 1.40 |
| TOT LUCKY STRIKE | 0.65 | 0.60 | 0.51 | 0.49 | 0.51 | 0.42 |
| TOT MALIBU | 0.24 | 0.22 | 0.08 | 0.03 | 0.04 | 0.01 |
| TOT MISTY | | 0.08 | 0.27 | 0.50 | 0.52 | 0.65 |
| TOT MONTCLAIR(G) | 0.01 | 0.52 | 1.12 | 1.13 | 1.18 | 1.05 |
| TOT PALL MALL | 2.62 | 2.37 | 2.15 | 1.98 | 2.03 | 1.65 |
| TOT TAREYTON | 0.79 | 0.70 | 0.64 | 0.61 | 0.63 | 0.52 |
| TOT B DURHAM(G) | 0.21 | 0.22 | 0.17 | 0.08 | 0.10 | 0.02 |
| TOT AMERICAN | 0.21 | 0.22 | 0.12 | 0.05 | 0.06 | 0.03 |
| FULL PRICE | 5.50 | 5.12 | 4.74 | 4.51 | 4.64 | 4.03 |
| MID-PRICE | 0.46 | 1.03 | 1.76 | 1.92 | 1.89 | 2.05 |
| LOWEST PRICE | 5.96 | 6.15 | 6.50 | 6.45 | 6.53 | 6.10 |
| ATC CIGT | 0.06 | 0.18 | 0.19 | 0.07 | 0.09 | 0.03 |
| TOT PYRAMID | 1.22 | 1.17 | 1.10 | 0.95 | 0.90 | 1.05 |
| FULL PRICE | 0.06 | 0.18 | 0.19 | 0.07 | 0.09 | 0.03 |
| MID-PRICE | 0.01 | 0.06 | 0.19 | 0.07 | 0.09 | 0.03 |
| LOWEST PRICE | 1.29 | 1.36 | 1.29 | 1.02 | 0.98 | 1.10 |
| LIG CIGT | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

MARKET
MISTY

Monarch Retail Distribution
New Jersey Region

51854 1393

| | 9/2/93 | | | | | | 5/31/93 | |
|-------------------|------------|------------|------------|------------|-------------|---------------|-------------|---------------|
| | Key | A | B | C | D | Total Dist. | Total Dist. | % gains |
| <u>Yonkers</u> | 46% | 74% | 63% | 37% | 8% | 38% | 31% | (+7%) |
| | | | | | 53 of 650 | 1015 of 2697 | | |
| <u>No.Jersey</u> | 58% | 82% | 83% | 52% | 12% | 50% | 34% | (+16%) |
| | | | | | 66 of 543 | 1135 of 2283 | | |
| <u>C.Jersey</u> | 43% | 82% | 81% | 61% | 26% | 53% | 40% | (+13%) |
| | | | | | 186 of 715 | 1134 of 2135 | | |
| <u>Newark</u> | 70% | 78% | 82% | 58% | 8% | 39% | 22% | (+17%) |
| | | | | | 85 of 1115 | 1051 of 2706 | | |
| <u>S.C.Jersey</u> | 48% | 79% | 78% | 74% | 8% | 44% | 30% | (+14%) |
| | | | | | 79 of 1020 | 1079 of 2474 | | |
| Region | 51% | 78% | 76% | 54% | 12% | 44% | 31% | (+13%) |
| | | | | | 469 of 4050 | 5414 of 12310 | | |

National Goal:

70%

70%

70%

Max.Dist.

Max.Dist.

"Net New Stores"
that carry Monarch
since May 31.

Yonkers 178 stores
No.Jersey 359 stores
C.Jersey 288 stores
Newark 467 stores
S.C.Jersey 335 stores
REGION 1627 stores

Recap3. xls.

New Jersey Region**Winston Select Case Shipments**

| Week ending | 1222 | 1226 | 1228 | 1230 | 1232 | 1200 | % increase vs. |
|----------------------|-------------|------------|-------------|-------------|------------|-------------|-------------------|
| Ave. wk / 2nd qtr. | 16 cs. | 8 cs. | 14 cs. | 8 cs. | 10 cs. | 55 cs. | 2nd qtr. ave. wk. |
| B1G1F wk.1 / 7-2-93 | 6 | 38 | 35 | 84 | 14 | 177 | (+ 222%) |
| B1G1F wk.2 / 7-9-93 | 66 | 13 | 15 | 49 | 45 | 180 | (+229%) |
| B1G1F wk.3 / 7-16-93 | 280 | 106 | 218 | 255 | 106 | 964 | (+1613%) |
| B1G1F wk.4 / 7-23-93 | 135 | 33 | 158 | 39 | 40 | 405 | (+736%) |
| B1G1F wk.5 / 7-30-93 | 130 | 34 | 135 | 48 | 40 | 386 | (+701%) |
| B1G1F wk.6 / 8/6/93 | 57 | 15 | 2 | 1 | 9 | 74 | (+134%) |
| B1G1F wk.7 / 8/13/93 | 37 | 71 | 127 | 148 | 47 | 430 | (+781%) |
| B1G1F wk.8 / 8/20/93 | 87 | 78 | 86 | 93 | 109 | 453 | (+799%) |
| B1G1F wk.9 8/27/93 | 158 | 91 | 119 | 101 | 130 | 599 | (+1089%) |
| B1G1F wk.10 9/3/93 | 145 | 129 | 108 | 97 | 188 | 664 | (+1207%) |
| B1G1F wk.11 9/10/93 | 111 | 121 | 209 | 120 | 98 | 658 | (+1196%) |
| Total Cases | 1212 | 729 | 1212 | 1035 | 826 | 4990 | (+825%) |

| | | | | | | | |
|--------------------------|--------|--------|--------|--------|--------|--------|--|
| Ave. wkly. Winston | | | | | | | |
| Case Shipments | 1222 | 1226 | 1228 | 1230 | 1232 | 1200 | |
| 2nd Qtr. | 241 | 103 | 233 | 199 | 135 | 911 | |
| 3rd Qtr. | 287 | 146 | 284 | 230 | 180 | 1125 | |
| % increase over 2nd Qtr. | (+19%) | (+42%) | (+22%) | (+16%) | (+34%) | (+24%) | |

Recap4. xls.

Winston Select F/F Retail Distribution

New Jersey Region

(Ave. of 2 styles)

| | 9/13/92 | | | | | | 5/31/93 | |
|--------------------|---------|-----|-----|-----|--------------------|----------------------|-------------|---------|
| | Key | A | B | C | D | Total Dist. | Total Dist. | % gains |
| <u>Yonkers</u> | 87% | 91% | 83% | 43% | 6% 39 of 650 | 46% 1241 of 2697 | 43% | (+3%) |
| <u>No. Jersey</u> | 93% | 98% | 93% | 63% | 10% 55 of 543 | 62% 1420 of 2283 | 50% | (+12%) |
| <u>C. Jersey</u> | 90% | 97% | 94% | 69% | 20% 146 of 715 | 62% 1318 of 2135 | 57% | (+5%) |
| <u>Newark</u> | 93% | 96% | 91% | 60% | 10% 115 of 1115 | 45% 1206 of 2706 | 34% | (+11%) |
| <u>S.C. Jersey</u> | 92% | 98% | 95% | 73% | 14% 139 of 1021 | 55% 1360 of 2479 | 44% | (+11%) |
| Region | 91% | 96% | 91% | 60% | 12% 494 of 4050 | 53% 6545 of 12310 | 46% | (+6%) |

"Net New Stores with Select FF distribution"

| | |
|--------------------|-------------|
| <u>Yonkers</u> | 88 stores |
| <u>No. Jersey</u> | 308 stores |
| <u>C. Jersey</u> | 120 stores |
| <u>Newark</u> | 272 stores |
| <u>S.C. Jersey</u> | 267 stores |
| Region | 1055 stores |

Recap 6 xls.

Winston Select Light Box Retail Dist.
New Jersey Region

DTS week #6

51854 1396

| | 9/13/93 | | | | | |
|------------------------------|--------------------|---------------------|--------------------|---------------------|------------------|----------------------|
| | Key | A | B | C | D | Total Dist. |
| <u>Yonkers</u> Stores | 47% | 60% | 50% | 18% | 1% 6 stores | 24% 640 of 2697 |
| <u>No. Jersey</u> Stores | 72% | 85% | 79% | 49% | 7% 40 stores | 50% 1118 of 2283 |
| <u>C. Jersey</u> Stores | 32% | 53% | 42% | 14% | 3% 20 stores | 20% 441 of 2135 |
| <u>Newark</u> Stores | 66% | 74% | 73% | 39% | 3% 35 stores | 32% 786 of 2706 |
| <u>S.C. Jersey</u> Stores | 53% | 67% | 59% | 48% | 2% 20 stores | 32% 796 to 2474 |
| <u>1240</u> 283 of 653 | | | | | | 43% |
| <u>1242</u> 191 of 1179 | | | | | | 16% |
| <u>Region</u> Stores | 54% 609 of 1133 | 79% 1292 of 1649 | 76% 904 of 1198 | 54% 1993 of 3713 | 3% 121 stores | 31% 3781 of 12310 |

| <u>Stores with Select Lt. Box:</u> | <u>Division</u> | <u>Total Stores</u> | <u>Ave. per Assignment</u> |
|---|------------------------|----------------------------|-----------------------------------|
| | Yonkers | 640 stores | 53 stores |
| | No. Jersey | 1118 stores | 93 stores |
| | C. Jersey | 441 stores | 44 stores |
| | Newark | 786 stores | 66 stores |
| | S.C. Jersey | 796 stores | 80 stores |
| | Region | 3781 stores | 68 stores |

Recap 12.xls.

| Newark Division Recap & Review 1993 | | | | | | | | | | | | | |
|-------------------------------------|-------|-------|-------|-------|-------|--------|-------|-----|------|-----|-----|-----|-------|
| Assn# | Jan | Feb | Mar | Apr | May | Jun | Jly | Aug | Sept | Oct | Nov | Dec | Y-T-D |
| THR 7/30 | | | | | | | | | | | | | |
| Distribution-Base Brands(k/a) | | | | | | | | | | | | | |
| 1 | 95 | 90.3 | 92 | 90.6 | 91.3 | 86.7 | 88.3 | | | | | | 90.6 |
| 2 | N/A | N/A | N/A | 80.4 | 78.8 | 81.9 | 80.4 | | | | | | 80.38 |
| 3 | 91.3 | 91.3 | 98.2 | 98.3 | 97 | 94.3 | 92.8 | | | | | | 94.74 |
| 4 | 95.7 | 95.7 | 96.8 | 97.1 | 95.2 | 93.7 | 94.5 | | | | | | 95.53 |
| 5 | 100 | 100 | 99.9 | 99.9 | 99.9 | 97.2 | 97.3 | | | | | | 99.17 |
| 6 | 81.9 | 80.1 | 96.1 | 96.4 | 93.1 | 91.2 | 90 | | | | | | 89.83 |
| 7 | 100 | 100 | 100 | 100 | 100 | 95.8 | 95.8 | | | | | | 98.8 |
| 8 | 96.7 | 96.7 | 98.1 | 97.8 | 95.9 | 94 | 93.9 | | | | | | 96.16 |
| 9 | 90.8 | 91.8 | 98.5 | 97.5 | 96.9 | 93.2 | 92 | | | | | | 94.39 |
| 10 | 75.6 | 76.1 | 79 | 79.6 | 80.3 | 78.3 | 79.6 | | | | | | 78.36 |
| 11 | 91.8 | 91.8 | 93.9 | 93.8 | 94 | 90.3 | 90.8 | | | | | | 92.34 |
| 12 | N/A | N/A | N/A | N/A | 90.8 | 84.5 | 83.3 | | | | | | 86.2 |
| DIV | 91.88 | 91.38 | 95.25 | 93.76 | 92.77 | 90.092 | 89.89 | | | | | | 92.16 |
| Distribution-Opportunity(k/a) | | | | | | | | | | | | | |
| 1 | 100 | 100 | 97.6 | 95.2 | 95.2 | 97.1 | 95.7 | | | | | | 97.26 |
| 2 | N/A | N/A | N/A | 67.5 | 66.4 | 68.1 | 67.2 | | | | | | 67.3 |
| 3 | 83.7 | 83.7 | 99.4 | 99.4 | 96.6 | 96.6 | 98.9 | | | | | | 94.04 |
| 4 | 91.1 | 91.1 | 98.9 | 98.9 | 99.5 | 99.5 | 99 | | | | | | 96.86 |
| 5 | 95.2 | 95.2 | 99 | 99 | 99.5 | 99.5 | 99.5 | | | | | | 98.13 |
| 6 | 69.2 | 68.3 | 91.3 | 91.3 | 86.5 | 90.5 | 90.5 | | | | | | 83.94 |
| 7 | 100 | 100 | 99.3 | 99.3 | 99.3 | 99.3 | 98.3 | | | | | | 99.36 |
| 8 | 98.2 | 98.2 | 99.6 | 99.3 | 95 | 97.1 | 94.1 | | | | | | 97.36 |
| 9 | 81.3 | 81.3 | 98.5 | 96.1 | 95.6 | 95.6 | 93.1 | | | | | | 91.64 |
| 10 | 57.5 | 57.5 | 77.8 | 78.9 | 75.5 | 77.1 | 78.2 | | | | | | 71.79 |
| 11 | 68.7 | 68.7 | 93.4 | 93.6 | 92.3 | 92.3 | 92.7 | | | | | | 85.96 |
| 12 | N/A | N/A | N/A | N/A | 90.1 | 88.1 | 82.9 | | | | | | 87.03 |
| DIV | 84.49 | 84.4 | 95.48 | 92.59 | 90.96 | 91.733 | 90.84 | | | | | | 90.07 |
| Distribution-Savings (k/a) | | | | | | | | | | | | | |
| 1 | 85 | 85.3 | 70.2 | 73.8 | 75 | 78.6 | 81.4 | | | | | | 78.47 |
| 2 | N/A | N/A | N/A | 76.2 | 77.3 | 79 | 73.9 | | | | | | 76.6 |
| 3 | 80.6 | 81.2 | 89.9 | 89.4 | 86.9 | 86.9 | 84.6 | | | | | | 85.64 |
| 4 | 92.9 | 92.9 | 82.5 | 82 | 79.8 | 85.7 | 89.7 | | | | | | 86.5 |
| 5 | 88.9 | 88.9 | 93.5 | 93.8 | 93.8 | 93.2 | 93.2 | | | | | | 92.19 |
| 6 | 68.1 | 68.1 | 89.7 | 90.5 | 83.5 | 88.1 | 88.1 | | | | | | 82.3 |
| 7 | 100 | 100 | 93.4 | 93.4 | 93 | 93.5 | 92.9 | | | | | | 95.17 |
| 8 | 66.1 | 67.1 | 91.2 | 89 | 86.4 | 89 | 88.3 | | | | | | 82.44 |
| 9 | 67.9 | 67.9 | 92.3 | 90.3 | 90.5 | 88.9 | 88.4 | | | | | | 83.74 |
| 10 | 58.3 | 58.3 | 67.5 | 69.2 | 64.6 | 67.1 | 71.4 | | | | | | 65.2 |
| 11 | 92.9 | 92.9 | 92.7 | 92.5 | 92.3 | 91.6 | 91.9 | | | | | | 92.4 |
| 12 | N/A | N/A | N/A | N/A | 76.8 | 74.4 | 71.4 | | | | | | 73.87 |
| DIV | 80.07 | 80.26 | 86.29 | 85.46 | 83.24 | 84.667 | 84.6 | | | | | | 83.51 |

| | | | | Newark Division Recap & Review 1993 | | | | | | | | | |
|--------------------|------|------|------|-------------------------------------|-------|-------|-------|------|------|-----|-----|-----|-------|
| Assn# | Jan | Feb | Mar | Apr | May | Jun | July | Aug | Sept | Oct | Nov | Dec | Y-T-D |
| Calls Made Per Day | | | | | | | | | | | | | |
| 1 | 7.1 | 6.6 | 6.5 | 5.9 | 4.7 | 6 | 5.3 | | | | | | 6.014 |
| 2 | N/A | N/A | N/A | 1.5 | 4.2 | 3.4 | 4.7 | | | | | | 3.45 |
| 3 | 6.5 | 6.2 | 6.1 | 3.1 | 6.3 | 5.5 | 7.2 | | | | | | 5.843 |
| 4 | 7.2 | 7.4 | 7.5 | 7.3 | 6.9 | 7.2 | 7.6 | | | | | | 7.3 |
| 5 | 7 | 6.9 | 6.4 | 5.2 | 6 | 6 | 7.1 | | | | | | 6.371 |
| 6 | 6.6 | 6.4 | 6.8 | 6.2 | 6.6 | 5.3 | 6.1 | | | | | | 6.286 |
| 7 | 6.2 | 6.9 | 8.3 | 7.1 | 9.6 | 4.7 | 5.5 | | | | | | 6.9 |
| 8 | 7.3 | 7.1 | 6.5 | 5.4 | 9.2 | 7 | 7.6 | | | | | | 7.157 |
| 9 | 6.8 | 6 | 6.3 | 5.6 | 6.1 | 4 | 6.1 | | | | | | 5.843 |
| 10 | 5.5 | 5.9 | 5.7 | 6.7 | 6.5 | 4 | 5.3 | | | | | | 5.657 |
| 11 | 6 | 5.3 | 5.5 | 6.2 | 9.2 | 5 | 6.6 | | | | | | 6.267 |
| 12 | N/A | N/A | N/A | N/A | 3.1 | 5 | 6.9 | | | | | | 5 |
| DIV | 6.62 | 6.47 | 6.56 | 5.473 | 6.533 | 5.258 | 6.333 | | | | | | 6.178 |
| Coverage Monthly | | | | | | | | | | | | | |
| 1 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 2 | 100 | 100 | 100 | W | W | W | W | W | | | | | 100 |
| 3 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 4 | 100 | 100 | 100 | A | A | A | A | A | | | | | 100 |
| 5 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 6 | 100 | 100 | 100 | I | I | I | I | I | | | | | 100 |
| 7 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 8 | 100 | 100 | 100 | V | V | V | V | V | | | | | 100 |
| 9 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 10 | 100 | 100 | 100 | E | E | E | E | E | | | | | 100 |
| 11 | 100 | 100 | 100 | | | | | | | | | | 100 |
| 12 | 100 | 100 | 100 | D | D | D | D | D | | | | | 100 |
| DIV | 100 | 100 | 100 | 67.9 | 63 | 99.4 | 99.8 | 97.5 | | | | | 90.95 |
| Coverage Quarterly | | | | | | | | | | | | | |
| 1 | | | 100 | | | W | | | | | | | 100 |
| 2 | | | 100 | | | | | | | | | | 100 |
| 3 | | | 100 | | | A | | | | | | | 100 |
| 4 | | | 100 | | | | | | | | | | 100 |
| 5 | | | 100 | | | I | | | | | | | 100 |
| 6 | | | 100 | | | | | | | | | | 100 |
| 7 | | | 100 | | | V | | | | | | | 100 |
| 8 | | | 100 | | | | | | | | | | 100 |
| 9 | | | 100 | | | E | | | | | | | 100 |
| 10 | | | 100 | | | | | | | | | | 100 |
| 11 | | | 100 | | | D | | | | | | | 100 |
| 12 | | | 100 | | | | | | | | | | 100 |
| DIV | | | 100 | | | 92.4 | | | | | | | 96.2 |

51854 1398

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|--|-------|------------|-------------------------------------|------|------------|------|-------|-------------|-----|-----|---------|-------|--|--|--|--|--|
| | | | Newark Division Recap & Review 1993 | | | | | | | | | | | | | | |
| Assn# | Jan | Mar | Apr | May | Jun | Jly | Aug | Sept | Oct | Nov | Dec | Y-T-D | | | | | |
| | | | Average Sales Per Call (cash/Do/PB) | | | | | | | | ctns | | | | | | |
| 1 | 13.4 | 14.2 | 20 | 16.5 | 13 | 6.6 | 4.3 | | | | | 12.57 | | | | | |
| 2 | N/A | N/A | 8.1 | 5.7 | 7 | 5.4 | 4 | | | | | 6.04 | | | | | |
| 3 | 14.8 | 11.3 | 22.2 | 12.7 | 12 | 3.4 | 9.9 | | | | | 12.33 | | | | | |
| 4 | 14.8 | 8.9 | 6.9 | 4.5 | 6.6 | 3.5 | 6.8 | | | | | 7.429 | | | | | |
| 5 | 17.2 | 17 | 8.8 | 8.2 | 13.2 | 9.4 | 9 | | | | | 11.83 | | | | | |
| 6 | 14.7 | 8.9 | 16.9 | 10.1 | 14.9 | 10.2 | 9.8 | | | | | 12.21 | | | | | |
| 7 | 8.7 | 8.9 | 6.5 | 4.7 | 8 | 7.2 | 2.7 | | | | | 6.671 | | | | | |
| 8 | 19.3 | 40.2 | 12 | 17.8 | 7.6 | 5.7 | 9.7 | | | | | 16.04 | | | | | |
| 9 | 5.3 | 13.7 | 16.6 | 12.5 | 5.7 | 6.6 | 8.1 | | | | | 9.786 | | | | | |
| 10 | 7.1 | 7.1 | 8.2 | 8.3 | 5.3 | 3.5 | 2.8 | | | | | 6.043 | | | | | |
| 11 | 28.5 | 60 | 38.8 | 27.8 | 54.6 | 27.3 | 38.3 | | | | | 39.33 | | | | | |
| 12 | N/A | N/A | N/A | 3.6 | 2.4 | 3.6 | 4.2 | | | | | 3.45 | | | | | |
| DIV | 14.38 | 19 | 15 | 11 | 12.5 | 7.7 | 9.133 | | | | | 12.68 | | | | | |
| (K-A) Specific Brand Families Thru 7/30/93 | | | | | | | | | | | | | | | | | |
| Brand | C-SPE | SALEM GOLD | | | BEST VALUE | | | CAMEL WIDES | | | MONARCH | | | | | | |
| 1 | 100 | 80 | | | 30 | | | 75 | | | 60 | | | | | | |
| 2 | 74.1 | 100 | | | 5.9 | | | 47.1 | | | 64.7 | | | | | | |
| 3 | 100 | 88 | | | 16 | | | 78 | | | 64 | | | | | | |
| 4 | 100 | 100 | | | 3.4 | | | 79.3 | | | 65.5 | | | | | | |
| 5 | 100 | 100 | | | 58.2 | | | 100 | | | 58.2 | | | | | | |
| 6 | 100 | 88.9 | | | 27.8 | | | 76 | | | 77.8 | | | | | | |
| 7 | 94.1 | 100 | | | 4.8 | | | 100 | | | 64.3 | | | | | | |
| 8 | 100 | 94.9 | | | 20.5 | | | 84.7 | | | 74.4 | | | | | | |
| 9 | 93.3 | 91.9 | | | 21.6 | | | 86.5 | | | 64.9 | | | | | | |
| 10 | 76.3 | 94.7 | | | 15.8 | | | 39.5 | | | 42.1 | | | | | | |
| 11 | 100 | 100 | | | 41 | | | 73.1 | | | 79.5 | | | | | | |
| 12 | 90 | 88 | | | 12 | | | 52 | | | 60 | | | | | | |
| DIV | 95.4 | 95.5 | | | 24.2 | | | 79.6 | | | 68.2 | | | | | | |
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51854 1399

| MONARCH DISTRIBUTION THROUGH 8/30/93 | | | | | |
|--------------------------------------|------|------|------|------|------|
| S/R | K | A | B | C | D |
| R. INSULL | 33.3 | 71.4 | 100 | 66.7 | 12.5 |
| B. STANTON | 25 | 76.9 | 66.7 | 47.8 | 19.2 |
| J. DOWD | 66.7 | 69.2 | 100 | 56.1 | 7.1 |
| L. BELARDO | 50 | 86.7 | 72.7 | 57.6 | 28.6 |
| K. ROTH | 89.5 | 69.4 | 100 | 56.1 | 17.6 |
| H. KING | 85.7 | 72.7 | 91.7 | 73.3 | 13.9 |
| F. VEGA | 53.8 | 69 | 83.3 | 20.8 | 3 |
| A. EVANCHIK | 81.3 | 69.6 | 80 | 38.7 | 20 |
| R. OLAH | 41.7 | 75 | 46.7 | 30.4 | 7.7 |
| D. WILLIAMS | 42.9 | 33.3 | 50 | 48.6 | 8.9 |
| H. VALDERRAMA | 80 | 79.2 | 88.6 | 82.7 | 4.2 |
| R. HUTCHINSON | 33.3 | 68.4 | 87.5 | 45.7 | 0.6 |
| TOTAL DIVISION: | 64.1 | 70.8 | 76.1 | 51.1 | 7.6 |

51854 1400

| WINSTON SELECT | | | | | | |
|--------------------|-----------------|------------------|--------------------|--------------------|-----------------|-------------------|
| K-CALL | | | | | | |
| BRAND DISTRIBUTION | | | | | | |
| GOAL (70%) | | | | | | |
| S/R | WIN SLF F 85 | WIN SL F 83 B | WIN SL L F 85 S | WIN SL L F 83 B | WIN SL L 100 | WIN SL S 100 B |
| R. INSULL | 66.7 | 66.7 | 33.3 | 33.3 | 0 | 33.3 |
| B. STANTON | 75 | 50 | 0 | 0 | 0 | 0 |
| J. DOWD | 100 | 100 | 41.7 | 41.7 | 41.7 | 41.7 |
| L. BELARDO | 100 | 100 | 71.4 | 71.4 | 64.3 | 57.1 |
| K. ROTH | 100 | 100 | 100 | 100 | 100 | 100 |
| H. KING | 100 | 100 | 28.6 | 28.6 | 14.3 | 42.9 |
| F. VEGA | 100 | 100 | 38.5 | 38.5 | 30.8 | 30.8 |
| A. EVANCHIK | 100 | 100 | 62.5 | 56.3 | 56.3 | 56.3 |
| R. OLAH | 91.7 | 91.7 | 25 | 25 | 25 | 25 |
| D. LOPEZ | 71.4 | 85.7 | 14.3 | 14.3 | 0 | 14.3 |
| H. VALDERRAMA | 100 | 100 | 20 | 20 | 13.3 | 13.3 |
| R. HUTCHINSON | 66.7 | 66.7 | 16.7 | 16.7 | 0 | 0 |
| TOTAL DIVISION | 94.5 | 94.5 | 46.9 | 46.1 | 40.6 | 43 |
| THROUGH 7/30/93 | | | | | | |

51854 1401

A.XLS

| WINSTON SELECT | | | | | | |
|--------------------|-----------------|------------------|--------------------|--------------------|-----------------|-------------------|
| A-CALLS | | | | | | |
| BRAND DISTRIBUTION | | | | | | |
| GOAL (70%) | | | | | | |
| S/R | WIN SLF F 85 | WIN SL F 83 B | WIN SL L F 85 S | WIN SL L F 83 B | WIN SL L 100 | WIN SL S 100 B |
| R. INSULL | 100 | 100 | 57.1 | 57.1 | 42.9 | 57.1 |
| B. STANTON | 69.2 | 61.5 | 15.4 | 15.4 | 15.4 | 15.4 |
| J. DOWD | 100 | 100 | 61.5 | 61.5 | 53.8 | 53.8 |
| L. BELARDO | 100 | 100 | 80 | 80 | 73.3 | 73.3 |
| K. ROTH | 100 | 100 | 97.2 | 97.2 | 97.2 | 97.2 |
| H. KING | 100 | 100 | 63.6 | 45.5 | 45.5 | 27.3 |
| F. VEGA | 100 | 100 | 55.2 | 51.7 | 55.2 | 55.2 |
| A. EVANCHIK | 95.7 | 95.7 | 73.9 | 73.9 | 73.9 | 73.9 |
| R. OLAH | 100 | 95.8 | 54.2 | 58.3 | 50 | 50 |
| D. LOPEZ | 91.7 | 83.3 | 41.7 | 16.7 | 16.7 | 16.7 |
| H. VALDERRAMA | 95.8 | 100 | 33.3 | 33.3 | 37.5 | 37.5 |
| R. HUTCHINSON | 84.2 | 73.7 | 42.1 | 31.6 | 5.3 | 5.3 |
| TOTAL DIVISION | 95.6 | 93.8 | 59.7 | 55.6 | 53.1 | 52.7 |
| THROUGH 7/30/93 | | | | | | |

51854 1402

B.XLS

| WINSTON SELECT | | | | | | |
|--------------------|-----------------|------------------|--------------------|--------------------|-----------------|-------------------|
| B-CALLS | | | | | | |
| BRAND DISTRIBUTION | | | | | | |
| GOAL (70%) | | | | | | |
| S/R | WIN SLF F 85 | WIN SL F 83 B | WIN SL L F 85 S | WIN SL L F 83 B | WIN SL L 100 | WIN SL S 100 B |
| R. INSULL | 100 | 100 | 50 | 50 | 50 | 50 |
| B. STANTON | 46.7 | 60 | 0 | 0 | 6.7 | 0 |
| J. DOWD | 83.3 | 91.7 | 91.7 | 91.7 | 83.3 | 83.3 |
| L. BELARDO | 100 | 100 | 72.7 | 72.7 | 54.5 | 54.5 |
| K. ROTH | 100 | 100 | 100 | 100 | 100 | 100 |
| H. KING | 75 | 83.3 | 58.3 | 25 | 41.7 | 25 |
| F. VEGA | 100 | 100 | 58.3 | 58.3 | 58.3 | 58.3 |
| A. EVANCHIK | 100 | 100 | 70 | 70 | 70 | 70 |
| R. OLAH | 73.3 | 80 | 60 | 60 | 60 | 53.3 |
| D. LOPEZ | 79.4 | 79.4 | 41.2 | 35.3 | 5.9 | 11.8 |
| H. VALDERRAMA | 100 | 100 | 54.3 | 54.3 | 20 | 22.9 |
| R. HUTCHINSON | 81.3 | 75 | 43.8 | 25 | 0 | 0 |
| TOTAL DIVISION | 85.3 | 87.5 | 54.3 | 49.5 | 35.3 | 34.8 |
| THROUGH 7/30/93 | | | | | | |

51854 1403

C.XLS

| WINSTON SELECT | | | | | | |
|--------------------|-----------------|------------------|--------------------|--------------------|-----------------|-------------------|
| C-CALLS | | | | | | |
| BRAND DISTRIBUTION | | | | | | |
| GOAL (70%) | | | | | | |
| S/R | WIN SLF F 85 | WIN SL F 83 B | WIN SL L F 85 S | WIN SL L F 83 B | WIN SL L 100 | WIN SL S 100 B |
| R. INSULL | 71.3 | 73.6 | 61.7 | 50.6 | 34.5 | 48.3 |
| B. STANTON | 27.5 | 30.4 | 2.9 | 11.6 | 2.9 | 2.9 |
| J. DOWD | 61 | 69.5 | 39 | 43.9 | 37.8 | 31.7 |
| L. BELARDO | 67.8 | 67.8 | 52.5 | 55.9 | 42.4 | 42.4 |
| K. ROTH | 86 | 86 | 52.6 | 52.6 | 52.6 | 52.6 |
| H. KING | 35.6 | 30.7 | 14.9 | 6.9 | 5 | 4 |
| F. VEGA | 50.4 | 48.8 | 16 | 16.8 | 14.4 | 14.4 |
| A. EVANCHIK | 41.9 | 43.5 | 30.6 | 30.6 | 29 | 30.6 |
| R. OLAH | 45.7 | 50 | 23.9 | 28.3 | 21.7 | 28.3 |
| D. LOPEZ | 38.9 | 38.1 | 6.9 | 5.6 | 0 | 0 |
| H. VALDERRAMA | 82.7 | 84.6 | 17.3 | 19.2 | 5.8 | 5.8 |
| R. HUTCHINSON | 40 | 41.4 | 10 | 5.7 | 2.9 | 1.4 |
| TOTAL DIVISION | 52.7 | 53.5 | 25.6 | 26 | 19.7 | 20.7 |
| | 40 | | | | | |
| THROUGH 7/30/93 | | | | | | |

51854 1404

| WINSTON SELECT | | | | | | |
|--------------------|-----------------|------------------|--------------------|--------------------|-----------------|-------------------|
| D-CALLS | | | | | | |
| BRAND DISTRIBUTION | | | | | | |
| GOAL (70%) | | | | | | |
| S/R | WIN SLF F 85 | WIN SL F 83 B | WIN SL L F 85 S | WIN SL L F 83 B | WIN SL L 100 | WIN SL S 100 B |
| R. INSULL | 33.3 | 33.3 | 8.3 | 8.3 | 4.2 | 4.2 |
| B. STANTON | 7.7 | 11.5 | 0 | 0 | 0 | 0 |
| J. DOWD | 3.6 | 17.9 | 0 | 7.1 | 0 | 0 |
| L. BELARDO | 37.1 | 31.4 | 22.9 | 28.6 | 14.3 | 20 |
| K. ROTH | 32.4 | 32.4 | 17.6 | 17.6 | 17.6 | 17.6 |
| H. KING | 7.9 | 5.9 | 3 | 0 | 3 | 2 |
| F. VEGA | 8.2 | 7.1 | 4.5 | 3.3 | 1.1 | 0 |
| A. EVANCHIK | 16 | 16 | 16 | 16 | 12 | 12 |
| R. OLAH | 11.5 | 11.5 | 3.8 | 3.8 | 0 | 0 |
| D. LOPEZ | 1.8 | 2.7 | 0 | 0 | 0 | 0 |
| H. VALDERRAMA | 8.7 | 10.3 | 0 | 0 | 0 | 0 |
| R. HUTCHINSON | 1.8 | 4.1 | 0.6 | 0 | 0 | 0 |
| TOTAL DIVISION | 14.2 | 15.3 | 6.4 | 7.1 | 4.4 | 4.7 |
| | 40 | | | | | |
| THROUGH 8/30/93 | | | | | | |

51854 1405

**NEWARK DIVISION 3RD QUARTER CPN/BUY DOWN BUDGET
THROUGH 8/20/93 (LAST CPN/VPR DAY)
(54% OF QUARTER)**

| S/R | MULTI-BRAND COUPONS | | | | | | | | | SALEM BUY-DOWN | | |
|---------|---------------------|---------------|--------|--------|---------------|--------|--------|-----------------|--------|----------------|-------------|-------------|
| | (A) | | | (B) | | | (C) | | | (D) | | |
| | % USED | .50¢ ALLOC | USAGE | % USED | .60¢ ALLOC | USAGE | % USED | \$5.00 ALLOC | USAGE | % USED | .50¢ VPR | USAGE |
| R.I. | 66.1 | 3000 | 1984 | 0 | 500 | 0 | 65.7 | 700 | 460 | 42.4 | \$4,000.00 | \$1,696.00 |
| B.S. | 95.7 | 1500 | 1435 | 91.8 | 500 | 459 | 90.3 | 400 | 361 | 110.9 | \$3,000.00 | \$3,326.00 |
| J.D. | 18.8 | 3500 | 657 | 14.2 | 500 | 71 | 81.1 | 1000 | 811 | 46.8 | \$4,000.00 | \$1,871.00 |
| L.B. | 91.3 | 5500 | 5020 | 47.2 | 500 | 236 | 92.8 | 1200 | 1114 | 65.2 | \$6,000.00 | \$3,913.00 |
| K.R. | 90.1 | 6500 | 5857 | 100 | 500 | 500 | 100 | 1400 | 1400 | 110.9 | \$6,000.00 | \$6,654.00 |
| H.K. | 46 | 1500 | 690 | 0 | 500 | 0 | 156 | 100 | 156 | 92.6 | \$5,000.00 | \$4,628.00 |
| F.V. | 94.1 | 2500 | 2353 | 35.2 | 500 | 176 | 200 | 0 | 200 | 9 | \$3,000.00 | \$270.50 |
| A.E. | 80.9 | 6500 | 5260 | 48 | 500 | 240 | 81 | 1500 | 1215 | 63 | \$5,000.00 | \$3,149.00 |
| R.O. | 78.8 | 3000 | 2365 | 24.4 | 500 | 122 | 39.9 | 700 | 279 | 99.4 | \$4,000.00 | \$3,977.00 |
| D.L. | 88.9 | 2500 | 2222 | 100 | 500 | 499 | 100 | 500 | 496 | 64.1 | \$5,000.00 | \$3,207.00 |
| H.V. | 124.4 | 4000 | 4976 | 0 | 500 | 0 | 79.9 | 700 | 559 | 56.3 | \$5,000.00 | \$2,813.00 |
| R.H. | 84.2 | 2500 | 2104 | 0 | 500 | 0 | 34.8 | 400 | 139 | 118.9 | \$3,000.00 | \$3,567.00 |
| TOTAL: | | 42500 | 34923 | | 6000 | 2303 | | 8600 | 7190 | | \$53,000.00 | \$39,071.50 |
| % USAGE | | | 82.17% | | | 38.38% | | | 83.60% | | | 73.72% |